



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Application of:

Froeberg, P.

Serial No.: 09/915,110

Filing Date: July 24, 2001

For: VEHICLE-BASED
DYNAMIC ADVERTISING

Examiner: LOUIS-JACQUES, J.

Art Unit: 3661

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GROUP 3600

Commissioner of Patents and Trademarks
Washington, DC 20231

AMENDMENTS AND REMARKS IN
RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action dated August 5, 2002, please consider the following remarks and enter the following amendments.

IN THE CLAIMS

Attached hereto is a marked-up version of the changes made to the claims by the current amendments. The attachment is captioned "Version with Markings to Show Changes Made."

Claims 8, 11, 15 and 18 are amended as follows:

8. A method of dynamically targeting content according to location-based information, said method comprising the steps of:

TRMB928/JPW/WAZ
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1

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